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**INDIVIDUAL STYLE IN THE WORKS  
OF THE CONTEMPORARY UKRAINIAN ARTIST  
EVGENIA GAPCHINSKA**

**Abstract.** In the last few thousand years, since the development of civilizations, there has been a huge number of works of art in the world artistic heritage. Only some artists leave a distinctive mark on this planet because the type of their thinking allows them to create completely different, contrast line combinations, refined forms, plastic combinations, visible images, ornamental connections or colouristic compositions.

Such masters are always recognizable, they have a unique individual style – a quality that distinguishes them among hundreds and thousands of artists. Examples include P. Bruegel the Elder, H. Bosch, A. Durer, F. Goya, V. van Gogh, P. Gauguin, A. Mucha, G. Klimt, H. Matisse, M. Chagall, A. Modigliani. In this series, one can name the contemporary Ukrainian artist E. Gapchinska, who is always recognizable and equal to herself by the peculiarities of her worldview and spiritual values.

**Key words:** art work of Evgenia Gapchinska, painting, graphics, design, brand, Ukraine, the beginning of the 21<sup>st</sup> century.

**Introduction.** Numerous artworks of Evgenia Gapchinska are now known far beyond Ukraine. Many connoisseurs of her art follow with interest new developments of the artist on the World Wide Web of the Internet, as well as in social networks. For example, Facebook records show connoisseurs in the USA, Canada, England, Spain, Portugal, Italy, Germany, Latvia, Poland, Russia, Georgia and Armenia. To a lesser degree, the works of Evgenia Gapchinska are known in the countries of Western Asia, the Middle East and Africa.

Thus, today there are about 100 (as of 25.12.2019 – specifically 98.7) thousand subscribers only on Instagram. Their monitoring allows judging about the phenomenon of “mass” demand and even a certain “demand” for artworks of Evgenia Gapchinska by wide circles of the public. In the epoch of rapid speed, interactive, digital technologies and globalization, art work of the mentioned contemporary Ukrainian artist is more relevant than ever, although the main message of her works is kindness and “children’s good-natured perception of the world” in adult life.

These postulates today fully fit into the philosophy of glamour, a stylistic trend that over the past two decades has conquered the entire planet, filling with itself the real world, ranging from the fashion industry, and show business, to book and computer graphics, industrial and architectural design environment in the expanses from the United Arab Emirates to Russia and America.

However, within the limits of this problem the researchers, except for a small article by O. Shkolna “Integration of Fine Art Works into Design of Environment on the Example of Works by Eugenia Gapchinska” in the journal “Artprostir” (Kyiv, 2018) of the Borys Grinchenko Kyiv University [7], almost did not consider art work of E. Gapchinska.

As for the general study of this topic not by the users, but by the theoreticians, then with such a significant empirical demand, specialists are practically not engaged in understanding the processes of art work of the above-mentioned artist. Moreover, apart from a few narrow articles by the Russian and Ukrainian researchers about the graphics and jewellery of E. Gapchinska over past ten years, nothing else has been written.

Thus, in this regard, it is necessary to mention the work of O. Pozdnyakova “The design of the modern children’s books as an art”, published in the collection “Humanities. Philosophy, Sociology and Cultural Studies” (Voronezh, 2013). In the following article, the author considered the specifics of the art design of the first Russian interactive children’s books-devices of A. and O. Dugin, S. Rumak, comparing them with similar in spirit Ukrainian developments of E. Gapchinska. Here O. Pozdnyakova has paid attention to the connection of a figurative component of art works of the listed masters with the heritage of P. Bruegel and H. Bosch, has outlined the appeal to form, a line and colour stains search, and also a font and perspective [4, p. 206-208].

Another Russian book market researcher O. Ro wrote about the features of the Ukrainian creative brand “Gapchinska”, which had a representative

office in Moscow. In her article “A Children’s Book and the Internet: Digital, Alternative and Augmented Reality” in the collection “Book Industry” No. 1 for 2010 (Moscow, pp. 52–56), the author tried to characterize all the trends of the book market of post-Soviet society. Her essay featured an analysis of digital editions of children’s book assortment and, in connection with this, the evaluation of a new product offered by different artists in the art market of the post-Soviet space [5].

The review of the components of E. Gapchinska works was made in several publications of the Ukrainian researcher L. Ametova. Some separate works of the author were devoted to graphic design in the works of E. Gapchinska (Kyiv: KNUCA, 2019), her interactive book graphics (Rivne: RSHU, 2018) and figurative components of the design of the artist’s jewellery (Kyiv: NALCCAI, 2019) [1-3].

However, no special studies on the addition of the individual style of E. Gapchinska were conducted. Though, for today creativity of the specified master became a national brand in Ukraine. It is recognizable, in demand and has a number of distinctive qualities that allow speaking about the uniqueness of the handwriting of its creator. The most part of this master works is presented on the GAPCHINSKA website [6].

**Results and discussion.** Today, thanks to Evgenia Gapchinska the art in Ukraine came to the art market. And in a wide range, from candy wrappers, envelopes, bookmarks for books, stamps, and jewellery art – to cosmetics, kettles, umbrellas, T-shirts and bed linens. Due to the demand for the artist works in wide social circles and with a certain commercial success of such products, it is worth considering the components of the formation of her author’s manner, individual style.

E. Gapchinska grew up in a large family, in which only she alone showed such a talent for creativity. Parents, noting the ability of a little girl, at the end of 8 classes of a comprehensive school at the age of 13 took her to an art school. It is worth noting that after graduating from the Kharkiv State Art College in 1992, E. Gapchinska entered the Kharkiv Art and Industry Institute the following year.

Simultaneously with the years of study in this institute, where she studied graphics with Yu. Bezruk, and painting with I. Chaus, E. Gapchinska became one of the Ukrainian-German group of 20 contemporary art artists called “10 + 10”, and spent the year exchanging internships in Nuremberg (Germany, 1996–1997). That is why, notes of genetic connection with the

outstanding masters of brush, pencil and pen P. Bruegel the Elder, H. Bosch, phantasmagoria images of hypostases whose characters will be popular at all times, are clearly visible in her art work.

In turn, gradually, this kind of “cosmopolitan” was the key to the fact that the paintings of the artist were purchased by European museums, among which the largest orders came from the Albertina Museum of Vienna. At the same time, E. Gapchinska during her studies worked in the Kharkiv gallery “Silver Bells”, which allowed her to study the peculiarities of the laws for promoting art work on the market and the peculiarities of creating an information field of works that affect their value in the art market.

It is interesting that other of many professions of the master, which Evgenia Gapchinska mastered along with painting and graphics, were marketing, management, and promotion, as well as logistics, which in total allowed her to promote her products on her own through a variety of channels not very well-known by the artists.

Thus, one of the publications about her art work was posted in the advertising magazine “The Ukrainian”, which “accompanied” flights of passenger planes to European destinations. As a result, the director of “Albertina” Alfred Weidinger has learned about the works of E. Gapchinska, praised her colourful individual author’s style in a somewhat restrained European way, and thus became the customer of her paintings [7].

After graduation in 2000, the artist had the opportunity to master nail design, construction business, gallery business, antique restoration (mainly furniture), and as a result moved from Kharkiv to Kyiv. Here she first worked as a manager of a foreign company branch, then traded in plastic products, was engaged in advertising in one of the agencies, worked in the Contemporary Art Center in Podol, then a customs broker and took on any part-time jobs in the field of design, creativity and art work.

For example, she decorated the buildings of the National Bank of Ukraine, “Dnipro Hotel” in the center of Kyiv, was engaged in decorating of holidays and weddings, in the process of which she learned to adjust in a certain way in her work to the needs of consumers and work for requests in different price segments of the art market (*Fig. 1*).

In Kyiv, a famous ceramics artist N. Isupova, as well as K. Borisenko, which also partially influenced the addition of its unique creative range of “several artistic octaves”, became her creative associates. In the period from 2000 to 2002, she developed her own unique style (*Fig. 2*), which

she independently developed as artificial intelligence (*Fig. 3*), referring to marketing strategies and market conditions.

As a result, Russian stars of show business – the ballet dancer Anastasiia Volochkova, the actor and filmmaker Nikita Mikhalkov, then Italian operatic tenor Luciano Pavarotti, began to buy works from E. Gapchinska besides the famous Ukrainian-Moldavian-Russian singer Sofia Rotaru. There are her works in the collections of Ukrainian stars, for instance, the actress I. Churikova, the actor Oleg Yankovsky, the musician V. Spivakov, the football player A. Shevchenko, writer and publisher I. Malkovich (Kyiv publishing house “A-BA-BA-HA-LA-MA-HA”) (*Fig. 4*).

All the achievements of the artist in the field of image and style, PR, management, marketing, advertising, logistics, branding, fashion industry and glamour, as well as practical work as a designer, restorer, materialist, including in the field of interactive modern technologies in the range from simple devices to screen media, allowed her to develop her own version of the dynamic identica – the corporate motto “Supplier of happiness № 1” (*Fig. 5*) with its corporate font, logo, and other components of the brand-book and corporate style.

In recent years, the artist, who ignores public positions and titles, and is not an official member of the National Union of Artists of Ukraine, works with major trading platforms in Ukraine, Russia and America (*Fig. 6*). On the national market, she cooperates with well-known Ukrainian publishing houses, advertising and PR agencies, large commercial networks of stores “ATB”, “Epicenter”, “Eva”, “Cosmo”, “Auchan”, “DTS”, etc.

Conclusion. Basically, working in the mainstream of modern “cutie”, not violent glam-design, E. Gapchinska created a major hub design center in Ukraine, which works with leading companies in the field of graphics, web, industrial, clothing design and environment. Thus, she extrapolates the images found in the author’s painting and graphics in the sphere of modern gadgets (from mobile phones and covers for them), needs of the interactive sphere (develops drawings of various screen wallpapers in computer graphics), studies modern possibilities of figures and devices, the drawings of which are transformed into 3-D format with animation when downloading certain programs and hovering on them mobile devices), etc.

As a result, her recognizable works such as the works of A. Durer in Germany, P. P. Bruegel in the Netherlands, G. Klimt in Vienna, A. Mucha in the Czech Republic, H. Matisse in France, A. Modigliani in Italy and S.

Dali in Spain have become an impressive national brand. What is more, the packaging with the artist's works is not done by museums, galleries, and large trading concerns, but E. Gapchinska herself, who has inspired her images of tiny good-natured babies such as mini-Mona Lisa, Giselles and just angels of both sexes, into an adult philosophically meaningful life, where her marmalade and marshmallow heroes occupied their brand niche in the value system of modern glam design and fashion industry for sweetheart trinkets.

At the same time, if her individual machine works cost from a hundred thousand dollars, then replicated democratically priced designer things are available to absolutely everyone. Therefore, now household items, starting with soap and cosmetics in the package of E. Gapchinska design from trade marks "DTS", "Eva", and finishing tea production, confectionery near to trade mark "Lyubimov" and a jewellery line "GAPCHINSKA", became a part of a stylish way of life both in Ukraine, and among foreign admirers of her art work.

Separately the artist develops assortment of glass and porcelain ware products, clothes (first T-shirts, aprons), bedding for children (pillows, plaids, towels), toys (puzzles, etc.), different office supplies also for adults (notebooks, diaries, planners, calendars, book production, notebooks), pencil cases, school backpacks, accessories for the interior (clocks, caskets).

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### *Liliya Ametova (Ukrayna)*

#### **Müasir Ukrayna rəssamı Evgenia Gapçinskanın yaradıcılığında fərdi üslub**

Son bir neçə min ildə bədii irs dünyasında, sivilizasiyaların inkişafından bəri çox sayda sənət əsəri var. Və yalnız bəzi sənətkarlar bu planetdə silinməz bir iz buraxırlar, çünki düşüncə tərzini digər xətlər, zərif formalar, plastik birləşmələr, görünən şəkillər, bəzək birləşmələri və ya koloristik kompozisiyalardan fərqli olaraq tamamilə fərqli bir şey yaratmağa imkan verir.

Bu cür ustalar həmişə tanınır, unikal fərdi bir üsluba malikdir - yüzlərlə və minlərlə sənətkar arasında onları fərqləndirən bir keyfiyyət var. Bunlara misal olaraq P. Brueghel Elder, I. Bosch, A. Durer, F. Goyu, V. van Gogh, P. Gauguin, A. Muchu, G. Klimt, A. Matisse, M. Chagall, A. Modigliani. Bu seriyada dünyagörüşünün və mənəvi dəyərlərinin xüsusiyyətləri ilə hər zaman tanınan və özünə bərabər olan müasir Ukrayna sənətkarı E. Qapçinskayanın adını çəkmək olar.

**Açar sözlər:** Evgeniya Qapçinskinin yaradıcılığı, rəsm, qrafika, dizayn, Ukrayna, XXI əsrin əvvəlləri

### *Лилия Аметова (Украина)*

#### **Индивидуальный стиль в творчестве современной украинской художницы Евгении Гапчинской**

В мировом художественном наследии за последние несколько тысяч лет, со времени развития цивилизаций, насчитывается огромное количество произведений искусства. И только некоторые художники оставляют неизгладимый след на этой планете, так как тип их мышления позволяет создавать совершенно иные, отличные от других комбинаций линий, рафинированные формы, пластические сочетания, зримые образы, орнаментальные соединения или колористические композиции.



Такие мастера всегда узнаваемы, они обладают уникальным индивидуальным стилем – качеством, которое их выделяет среди сотен и тысяч художников. Как примеры можно упомянуть П. Брейгеля Старшего, И. Босха, А. Дюрера, Ф. Гойю, В. ван Гога, П. Гогена, А. Муху, Г. Климта, А. Матисса, М. Шагала, А. Модильяни. В этом ряду можно назвать и современную украинскую художницу Е. Гапчинскую, всегда узнаваемую и равную самой себе по особенностям мироощущения и духовным ценностям.

**Ключевые слова:** творчество Евгении Гапчинской, живопись, графика, дизайн, Украина, начало XXI столетия

### Figures:



Figure 1. Valentine – tea pair  
«A kiss on the cheek».



Figure 2. Case for iPhone 7 Plus.  
Collection «Alice».



Figure 3. Apron and gloves  
«Take as much as you want. Just a little bit».





Figure 4. Ring and pendant made of silver «Chorus named after the rope».



Figure 5. Bag «Friendship».



Figure 6. The Diary of «Mona Lisa».